

ECONOMIC DEVELOPMENT AND BUSINESS SUPPORT

PROGRAMS

	2010-11 Actual	2011-12 Budget	2012-13 Adopted	2013-14 Projected
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Economic Development

Provides assistance to businesses seeking to expand or relocate in Greensboro; serves as City representative/liaison in the local, regional and state economic development organizations; monitors and provides local business condition information. This budget represents the City's economic development incentive program expense.

Appropriation	824,179	1,013,546	902,605	829,353
Full Time Equivalent Positions	0	1	1	1

Business Support

Provides planning and operations support to startups and existing small businesses located in Greensboro. Activities include business consultations and referrals to community small business resources, assistance in securing city required licenses and permits, education and counsel on compliance with local ordinances and procedures for doing business with the city, communication of relevant opportunities and events, and serves as a staff liaison between small businesses and city departments. Additionally, the staff advocates for inclusion on behalf of MWBE businesses and assists in the statewide certification process.

Appropriation	314,201	135,008	305,131	319,565
Full Time Equivalent Positions	4	2	3	3

Departmental Strategies

- Create at least 20 jobs through \$1 million loan pool program.
- Complete economic impact analysis with recommendation within 2 weeks of request for incentives.
- Consult with 25 existing or new businesses/entrepreneurs.
- Develop and distribute an annual business survey.
- Elevate community understanding of city rules and regulations in relation to the creation and operation of a small business.
- Connect small businesses to resources and assistance to help start, improve, or expand operations.
- Improve the reach and effectiveness of EDBS communication and outreach.
- Increase collaboration between city departments to improve the climate for small business success in the city.

PERFORMANCE MEASURES

	2010-11 Actual	2011-12 Budget	2012-13 Adopted	2013-14 Projected
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Workload Measures

• Total number of walk-in inquiries for business support services	N/A	2	2	2
• Number of calls to 373-CITY business line	N/A	N/A	N/A	N/A
• Number of face to face visitations with small business owners	N/A	N/A	N/A	N/A

Efficiency Measures

• Number of weeks to respond to economic incentive requests	N/A	2	2	2
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Effectiveness Measures

• Percentage of businesses seeking assistance satisfied with services provided	N/A	N/A	N/A	N/A
• Number of existing or new businesses/entrepreneurs staff consulted with on projects	N/A	140	25	25

BUDGET SUMMARY

	2010-11 Actual	2011-12 Budget	2012-13 Adopted	2013-14 Projected
Expenditures:				
Personnel Costs	262,633	250,430	350,922	368,192
Maintenance & Operations	875,747	898,124	856,814	780,726
Capital Outlay	0	0	0	0
Total	1,138,380	1,148,554	1,207,736	1,148,918
Total FTE Positions	4	3	4	4
Revenues:				
Grants	97,805	0	0	0
General Fund Contribution	1,040,575	1,148,554	1,207,736	1,148,918
Total	1,138,380	1,148,554	1,207,736	1,148,918

BUDGET HIGHLIGHTS

- The FY 12-13 budget is increasing \$59,182 or 5.2%
- The FTE increase is due to the mid-year addition of Economic Development and Business Support Manager.
- Maintenance and Operations is decreasing approximately \$41,000.

